

1. Objective and Necessity

a. Objective:

(1) To compile bibliographies of published works which portray a sound interpretation of the basic elements of U.S. ideology and which expose inconsistencies or incongruities in the Soviet theory and practice of communism. These selections will emphasize writings best calculated to appeal to the leadership group of the Soviet system and to the intellectual elite of the countries outside the Soviet orbit.

(2) To relate each such work, through appropriate annotations, to its potential readers, categorized by geographic location, by political philosophy, by intellectual stature, and by occupational and cultural vocations and avocations.

(3) To obtain the counsel and recommendations of leaders in the academic and publishing fields, who are area experts, for the preparation and treatment of original or adapted works on the two subjects which would be tailored to the cultural requirements of the various areas of the world.

(4) To explore and describe channels utilized by commercial publishers for publication, promotion, and distribution of books in varying geographic areas.

b. Necessity:

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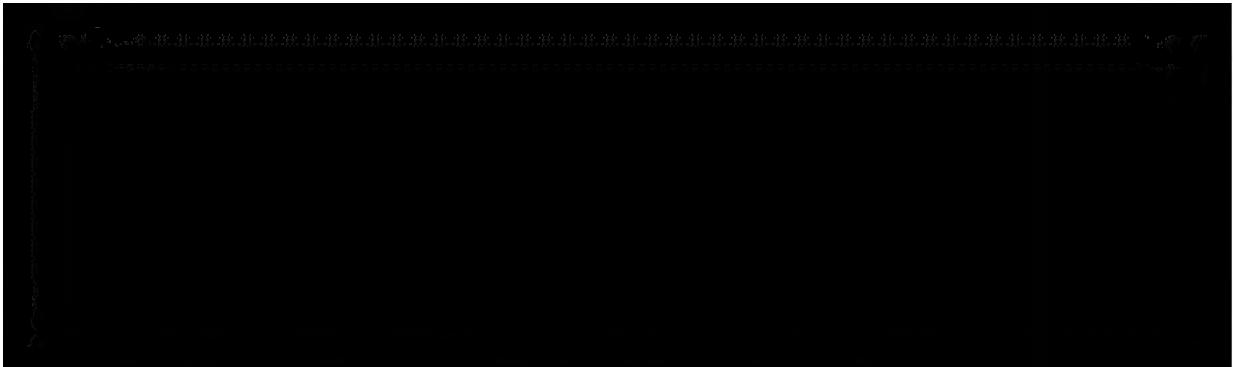
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(d) It is acknowledged to be a propaganda effort with little attention being expended to camouflage or deny the propaganda aspects of the undertaking; our attack must be objective appealing to reason rather than emotion, and must avoid the taint of obvious propaganda.

(e) Translations of American best-sellers and classics which it is felt best reflect America and its people and expose or oppose Communism, comprise the primary effort of IIA; the writings of recognized thinkers, regardless of their national origin or the language they employ, will be considered in this project.

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(3) The advice of Mr. ██████████, a well-known public relations counsel with entrees in both the publishing and scholarly world, was solicited to determine how the information necessary to mounting an ideological warfare campaign could be obtained expeditiously by use of his non-governmental contacts. In response to requirements formulated by Agency officials and by members of the PGS panel, ██████████ submitted a proposal for undertaking the needed research.

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(4) The [redacted] proposal, as modified by responsible Agency officials, constitutes the basis of this project and is described in the following paragraph.

3. Procedure and Scope of the Study

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a. Mr. [redacted] will, through cooperation of the [redacted] [redacted] and other research groups, solicit the opinion of leading area experts whereby he will obtain the titles of 150 books giving a sound interpretation of the basic elements of U.S. ideology and 150 additional books which expose or oppose Soviet Communist theory and practice, each of which will be related to the intellectual level of foreign policy-makers and to the values and behavior patterns of the different cultures, in terms of the meanings, the hopes, the customs, and the aspirations of the various countries. Seven major geographic areas will be included:

- (1) Far East; including China, Japan, Korea, Mongolia, Tibet.
- (2) Southeast Asia; including Burma, Thailand, Indo-China, Indonesia and the Philippines.
- (3) South Asia; including India, Pakistan, Afghanistan, Ceylon and Nepal.
- (4) Near East; including North Africa, Egypt, Israel, Arabia, Turkey, Syria, Iran and Iraq.
- (5) Europe, including Scandinavia and the countries of Western and Eastern Europe.
- (6) Africa; covering the continent south of the Sahara.

~~SECRET~~ (7) Latin America

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- (7) Latin America; covering Mexico, Central and South America.
- b. For each book listed, the annotation will include the publishers, the author, the year of publication, the number of pages, quotes from reviews, and the foreign policy-making elite for whom the book would offer an appeal, together with the names of the American area experts making the recommendation.

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- c. [REDACTED] will ascertain from area authorities in the scholarly and publishing fields their ideas and suggestions for the specific treatment the two basic themes should receive in the above-named seven geographic areas, including type of books best calculated to appeal to the designated targets, language to be employed and related information necessary for the formulation of a comprehensive program of publication.

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- d. [REDACTED] will consult with experts in the publishing world who have first-hand knowledge of the publishing and distribution problems in each of the target areas. He will then provide for each of the seven major geographic areas, a description of the major indigenous publishers, the methods they employ in the promotion of selected books, the channels of distribution they utilize and their international connections. Included in such description will be the facilities of such foreign publishers for translating, for publishing, for promoting, and for distributing the specific books suggested by the area experts in their respective areas, together with an estimate of the cost of such undertaking.

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e. The names of both academic and publishing specialists proposed by [REDACTED] 25X1A [REDACTED] as contacts on this project will be submitted to the Project Officer for approval prior to establishment of contact.

f. During the course of the research, on the request of the Project Officer, completed annotations will be submitted by the contractor for review and criticism. The Project Officer will supply appropriate guidance as requested by the contractor.

g. The bibliographies will be reviewed by a panel of CIA experts to be named by the Project Officer to insure that the books suggested properly present the U.S. ideology and the U.S. stand against Soviet Communism. The contractor will be asked to obtain a substitute suggestion for any item removed from the list by the review panel.

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i. The results of the study will be made available to the PBS panel and appropriate officials of the Department of State at the discretion of the Project Officer.

4. Operational Outline

a. Area of Operations: The study resulting from the project will 25X1A be prepared in New York City, the [REDACTED] The [REDACTED] data for the study will be obtained by [REDACTED] and his staff throughout the United States.

b. Duration of Project:

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b. Duration of Project: The project will require twenty-one weeks from the time of the approval of the contract.

c. Coordination: This project proposal has been coordinated with the PSB panel on ideological warfare and, through the State Department representative on the panel, with officials of the CIA and other interested officials of the Department of State.

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FROM 25X1A

NO.

DATE

28 Nov. 52

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1060 J

1.

DATE

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OFFICER'S INITIALS

COMMENTS

NOV 28 1952

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1. We have sent this to
the PSB Panel for co-
ordination.

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